

## **IN THE CLAIMS**

This listing of claims will replace all prior versions, and listings, of claims in the application. An identifier indicating the status of each claim is provided.

### Listing of Claims

1. (Currently Amended) A communication service method comprising the steps of:

connecting a plurality of communication terminal apparatus with each other;  
transmitting audio signals and image signals between said plurality of  
communication terminal apparatus via a transmitting means;

generating third image data by superposing a prescribed area of first image data transmitted from a first communication terminal apparatus utilized by a first user with second image data of one or more products ~~according to a respective one from a plurality of superposing methods that comprise replacing a prescribed area of the first image data with the second image data and blending the first image data and the second image data at a prescribed ratio;~~

detecting at least the first user's face, hands, outwear and a position of the first user's face, hands, and outwear by matching feature points extracted from the first image data according to luminance and color of the first image data with a database; and

transmitting the third image data to a second communication terminal apparatus utilized by a second user;

wherein the prescribed area in the first image data is determined based on the feature points of the first image data and a usage of the one or more products,

wherein detailed information of the one or more products is supplied to the plurality of communication terminal apparatus in response to a demand from the plurality of communication terminal apparatus, and

wherein the communication terminal apparatus is configured to perform telephone calls, and the transmitting step transmits the third image data to the second communication terminal apparatus when the first communication terminal apparatus and the second communication terminal apparatus are connected for a telephone call, and

wherein an environment for performing transactions of the one or more products is displayed to the one of said plurality of communication terminal apparatus to which the detailed information is supplied.

2. (Previously Presented) The communication service method according to claim 1,

wherein said one or more products are selected by said first user of said one of said plurality of communication terminal apparatus.

3. (Previously Presented) The communication service method according to claim 2,

wherein said first image data that was received from one of said plurality of said communication terminal apparatus includes an image from said first user of said one of said plurality of communication terminal apparatus.

4. (Previously Presented) The communication service method according to claim 1,

wherein said first image data includes a real-time moving image signal.

5-6. (Canceled)

7. (Previously Presented) The communication service method according to claim 1,

wherein said first image data from said one of said plurality of communication terminal apparatus is superposed with said second image data of the one or more products so that the second image data has a relation with an object included in said first image data.

8. (Previously Presented) The communication service method according to claim 3,

wherein said first image data that was received from said one of said plurality of communication terminal apparatus is superposed with said second image data of the one or more products so that said third image data includes an image in which said first user of said communication terminal apparatus is superposed on the one or more products, uses the one or more products or holds the one or more products generated.

9. (Canceled)

10. (Previously Presented) The communication service method according to claim 1,

wherein a compensation is paid to said first user, wherein said compensation is determined based on a number of times of the transmission of said third image data of the one or more products, a period of time of the transmission, or a predetermined condition for processing concerning the one or more products performed by said first user.

11. (Previously Presented) The communication service method according to claim 10,

wherein said compensation is paid by money, by countervailing of the consideration with a utility rate of the communication service, or by countervailing of the consideration with money to be paid at a time of prescribed one or more product transactions.

12. (Previously Presented) The communication service method according to claim 2,

wherein said third image data including an image of said one or more products selectively transmitted to said one of said plurality of communication terminal apparatus depending on the first and second user thereof.

13. (Previously Presented) The communication service method according to claim 1,

wherein said one or more products included in said third image data are changed in sequence at every series of the connection, at every predetermined period of time, in response

to a demand from said one of said plurality of communication terminal apparatus utilized by said first user that generates said first image signal, or in response to a demand from said one of said plurality of communication terminal apparatus utilized by said second user.

14. (Currently Amended) A communication service apparatus comprising:  
connecting means for connecting a plurality of communication terminal apparatus with each other;

transmitting means for transmitting audio data and image data between said plurality of communication terminal apparatus;

receiving means for receiving a first image data sent from a first communication terminal apparatus utilized by a first user;

detecting means for detecting at least the first user's face, hands, outwear and a position of the first user's face, hands, and outwear by matching feature points extracted from the first image data according to luminance and color of the first image data with a database;

image data superposing means for generating third image data by superimposing a prescribed area of said first image data with a second image data of one or more products according to a respective one from a plurality of superposing methods that comprise replacing a prescribed area of the first image data with the second image data and blending the first image data and the second image data at a prescribed ratio; and

second transmitting means for transmitting said third image data to a second communication terminal apparatus utilized by a second user;

wherein the prescribed area in the first image data is determined based on the feature points of the first image data and a usage of the one or more products,

wherein detailed information of one or more products is supplied to the plurality of communication terminal apparatus in response to a demand from one of said plurality of communication terminal apparatus, and

wherein the communication terminal apparatus is configured to perform telephone calls, and the second transmitting means transmits the third image data to the second communication terminal apparatus when the first communication terminal apparatus and the second communication terminal apparatus are connected for a telephone call, and

wherein an environment for performing transactions of the one or more products is displayed to the one of said plurality of communication terminal apparatus to which the detailed information is supplied.

15. (Previously Presented) The communication service apparatus according to claim 14, said apparatus further comprising:

first recording means for recording said second image data selected by said one of said plurality of communication terminal apparatus, in which said second image data being superposed with said first image data from said one of said plurality of communication terminal apparatus, wherein

said image data superposing means generates said third image data by superposing selected said second image data recorded in said first recording means with said first image data.

16. (Previously Presented) The communication service apparatus according to claim 15, said apparatus further comprising:

second recording means for recording information including said second image data of said one or more products to be advertised, wherein

said image data superposing means generates said third image data by superposing selected said second image data of said one or more products recorded in said second recording means with said first image data.

17. (Previously Presented) The communication service apparatus according to claim 14,

wherein said connecting means is adapted to transmit real-time moving image data among said plurality of communication terminal apparatus.

18. (Previously Presented) The communication service method according to claim 14,

wherein said second image signal from said plurality of communication terminal apparatus includes an image of said first user of said plurality of communication terminal apparatus; and said image data superposing means superposes said first image data with said second image data so that said third image data includes an image superposed on the one or more products.

19. (Previously Presented) The communication service apparatus according to claim 14,

wherein said one or more products included in said third image data are changed in sequence at every series of the connecting means, at every predetermined period of time, in response to a demand from said plurality of communication terminal apparatus utilized by said first user that generates said first image data, or in response to a demand from said plurality of communication terminal apparatus utilized by a second user.

20. (Previously Presented) The communication service apparatus according to claim 16, further comprising:

third recording means for recording predetermined data concerning actual results of superposing processing of said first image data with said second image data at every user of said plurality of communication terminal apparatus; and

adjusting means for paying consideration to each user based on contents recorded in said third recording means.

21. (Previously Presented) The communication service apparatus according to claim 20, further comprising:

fourth recording means for recording data for a hobby and a preference of said first or second user using said plurality of communication terminal apparatus to be transmitted as said third image data, wherein



said image data superposing means generates said third image data by selecting said image data of said one or more products based on contents recorded in said fourth recording means.

22. (Previously Presented) The communication service apparatus according to claim 14,

wherein said transmitting means further transmits information of more detailed information of said one or more products or a connecting destination of a system which proposes an environment for performing transactions of said one or more products to said one of said plurality of communication terminal apparatus that transmitted the superposed image signal.

23-34. (Canceled)

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